

# **Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda**

**Tuesday, April 12, 2011  
9:30 a.m. - 3:45 p.m.**

Hilton Oakland Airport Hotel  
Empire Room, Building 5  
1 Hegenberger Road  
Oakland, CA 94621  
Telephone: (510) 635-5000

9:30-9:35	Welcome and Introductions	Michael Ong TEROC Chair
9:35-10:00	Review of Master Plan (MP) Production <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Establish meeting goals</li><li>• Discuss role of writing team</li><li>• Discuss critical milestones</li></ul>	Michael Ong Carol D'Onofrio Todd Rogers
10:00-10:45	Progress Toward the 2009-11 MP Objectives <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Review first draft of Progress Section</li><li>• Provide feedback/direction</li></ul>	Michael Ong Carol D'Onofrio Todd Rogers
10:45-11:00	Review Funding and Environmental Issues <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Discuss future funding scenarios</li><li>• Consider three-year budget proposals</li><li>• Consider Tobacco Industry marketing expenditures per capita compared to Proposition 99 spending</li><li>• Discuss other environmental issues</li></ul>	Michael Ong
11:00-11:05	Break	
11:05-11:15	Continued: Review Funding and Environmental Issues	Michael Ong
11:15-12:15	Current MP Goals, Objectives, and Strategies <u>Expected Outcome:</u> <ul style="list-style-type: none"><li>• Discuss current MP objectives and strategies</li><li>• Decide strategies to keep, modify, and remove</li><li>• Identify strategy gaps and propose additional strategies</li></ul>	Michael Ong Carol D'Onofrio Todd Rogers
12:15-1:15	Lunch	

1:15-2:55	Continued: Goals, Objectives, and Strategies	Michael Ong Carol D'Onofrio Todd Rogers
2:55 – 3:00	Break	
3:00-3:25	Discuss Theme <u>Expected Outcome:</u> <ul style="list-style-type: none"> <li>• Discuss prior themes and potential ideas</li> <li>• Provide feedback</li> </ul>	Michael Ong Carol D'Onofrio Todd Rogers
3:25-3:30	Next Steps <u>Expected Outcome:</u> <ul style="list-style-type: none"> <li>• Confirm key findings/decisions</li> <li>• Discuss staff and member “homework”</li> <li>• Discuss preliminary agenda for May MP meeting</li> </ul>	Michael Ong
3:30-3:45	Public Questions and Comments	
3:45	Adjourn	

**Scheduled TEROC meetings are announced on the TEROC Web page:**  
<http://www.cdph.ca.gov/services/boards/teroc/>

*For information about this meeting, contact Glen Baird at (916) 449-5532 or via e-mail at [Glen.Baird@cdph.ca.gov](mailto:Glen.Baird@cdph.ca.gov).*